



Office of Administrative Services  
Freedom of Information Act Office

March 23, 2015

Andrew Hackett  
National Corporate Research, Ltd.  
1025 Vermont Avenue NW, Suite 1130  
Washington, DC 20005

Dear Mr. Hackett:

This is in reference to your U.S. General Services Administration (GSA) Freedom of Information Act (FOIA) request (GSA number GSA-2015-000405) submitted February 13, 2015, in which you requested:

- "All Terms of Services agreements between GSA and any vendor related to the Digital Analytics Program;
- All records related to GSA's Digital Service Innovation Center's procurement of the Google Premium custom solution;
- All records related to any competition for services related to the Digital Analytics Program's web analytics tool;
- All records related to any market research for the government-wide analytics tool used by the Digital Analytics Program;
- All records related to any competition for the Digital Analytics Program's web analytics tool;
- All records related to the development of the "government-wide code" for the Digital Analytics Program, including but not limited to any procurement contracts related thereto;
- All records related to GSA's acquisition of a "no-cost, federal-wide Web analytics tool";
- All records related to which agencies have elected to use the tool procured by the Digital Analytics Program and which agencies have elected to use an alternative method for web-analytics;
- All records related to any modifications of the web-analytics tool procured by the Digital Analytics Program;
- All records related to any Federal Supply Schedule competitions related to the Digital Analytics Program or the government-wide analytics tool; and
- All records related to any Federal Supply Schedule contracts, including but not limited to any Blanket Purchase Agreements, related to the Digital Analytics Program or the government wide analytics tool.
- All records related to the development of the GSA Digital Analytics Program;
- All records related to the implementation of the GSA Digital Analytics Program."

In response to your request, GSA is releasing the following information to you:

U.S General Services Administration  
1800 F. Street, Northwest  
Washington, DC 20405  
Telephone: (202) 501-0800  
Fax: (202) 501-2727

1. Pertaining to “all records related to any modifications of the web-analytics tool procured by the Digital Analytics Program,” the following github repository web link contains every version of DAP code GSA has ever released:

<https://github.com/GSA/DAP-Gov-wide-GA-Code> .

2. Pertaining to “all records related to the implementation of the GSA Digital Analytics Program,” the web links below offer the method of implementation of DAP code and frequently asked questions/answers.

<http://www.digitalgov.gov/services/dap/analytics-tool-instructions/>  
<http://www.digitalgov.gov/services/dap/common-questions-about-dap-faq/>  
[http://www.digitalgov.gov/files/2012/10/8\\_2\\_DGS\\_Implementation\\_Instructions\\_v\\_final.docx](http://www.digitalgov.gov/files/2012/10/8_2_DGS_Implementation_Instructions_v_final.docx)

3. Pertaining to “all records related to which agencies have elected to use the tool procured by the Digital Analytics Program and which agencies have elected to use an alternative method for web-analytics,” the following link leads to a publicly available list of participating agencies and top-level websites:

<https://www.digitalgov.gov/files/2012/10/DAP-Domains-and-Agencies-3-2015-Sheet1.pdf>

This list can also be accessed from <http://www.digitalgov.gov/services/dap/> .

4. Pertaining to “all records related to the development of the GSA Digital Analytics Program,” the following web link will provide most, if not all the information pertinent to this request.

<http://www.digitalgov.gov/services/dap/dap-digital-metrics-guidance-and-best-practices/>

This constitutes a partial release to your original request. GSA will continue to work on the remains portions of your request. Should you have any questions, please contact Mr. Travis Lewis, at [202-219-3078](tel:202-219-3078) or by email at [travis.lewis@gsa.gov](mailto:travis.lewis@gsa.gov).

Sincerely,

*Travis Lewis*

Travis Lewis  
 FOIA Program Manager